Claims:

1. An electric control apparatus of a cold beverage blender, comprising:

an ice cutting mechanism with a shaving motor operated for slicing ice cubes,

a mixing mechanism with a mixing motor operated for mixing sliced ice with beverage stored in a container to prepare an amount of cold beverage,

means for setting a desired amount of ice cubes to be sliced in the cutting mechanism,

means for setting the number of cups of cold beverage desired by a user,

shaving motor control means for controlling operation of the shaving motor in accordance with the desired amount of ice cubes and the number of cups of cold beverage, and

mixing motor control means for controlling operation of the mixing motor in accordance the desired amount of ice cubes and the number of cups of cold beverage.

2. An electric control apparatus of a cold beverage blender as set forth in claim 1, further comprising means for setting viscosity of the beverage, wherein said mixing motor control means is arranged to increase or decrease a mixing time of sliced ice in accordance with the set viscosity of the beverage so that said mixing motor is operated for the mixing time.

3. An electric control apparatus for a cold beverage blender as set forth in claim 1, wherein said means for setting a desired amount of ice cubes is in the form of plurality of switches operated by a user for setting a different amount of ice cubes, and wherein said shaving motor control means is arranged to control operation of the shaving motor in such a manner that a desired amount of ice cubes set by operation of either one of the switches is sliced in the cutting mechanism.

4. An electric control apparatus for a cold beverage blender as set forth in claim 2, wherein said means for setting a desired amount of ice cubes is in the form of plurality of switches operated by a user for setting a different amount of ice cubes, and

wherein said shaving motor control means is arranged to control operation of the shaving motor in such a manner that a desired amount of ice cubes set by operation of either one of the switches is sliced in the cutting mechanism.

5. An electric control apparatus of a cold beverage blender as set forth in claim 1, wherein said means for setting a desired amount of ice cubes is in the form of an analog setting device for setting a desired amount of ice cubes in an analog amount, and wherein said shaving motor control means is arranged to control operation of the shaving motor in such a manner that a desired amount of ice cubes set by operation of the analog setting device is sliced in the cutting mechanism.

6. An electric control apparatus of a cold beverage blender as set forth in claim 2, wherein said means for setting a desired amount of ice cubes is in the form of an analog setting device for setting a desired amount of ice cubes in an analog amount, and wherein said shaving motor control means is arranged to control operation of the shaving motor in such a manner that a desired amount of ice cubes set by operation of the analog setting device is sliced in the cutting mechanism.

7. An electric control apparatus of a cold beverage blender as set forth in Claim 2 or 3, wherein said viscosity setting means is in the form of a plurality of manual switches for setting a different viscosity in accordance with viscosity of the beverage, and wherein said mixing motor control means is arranged to activate the mixing motor for a mixing time determined in accordance with the viscosity set by either one of said manual switches.

8. An electric control apparatus of a cold beverage blender as set forth In claim 4, wherein said viscosity setting means is in the form of a plurality of manual switches for setting a different viscosity in accordance with viscosity of the beverage, and wherein said mixing motor control means is arranged to activate the mixing motor for a mixing time determined in accordance with the viscosity set by either one of said

manual switches.

9. An electric control apparatus of a cold beverage blender as set forth in claim 5, wherein said viscosity setting means is in the form of a plurality of manual switches for setting a different viscosity in accordance with viscosity of the beverage, and wherein said mixing motor control means is arranged to activate the mixing motor for a mixing time determined in accordance with the viscosity set by either one of said manual switches.

10. An electric control apparatus of a cold beverage blender as set forth in Claim 6, wherein said viscosity setting means is in the form of a plurality of manual switches for setting a different viscosity in accordance with viscosity of the beverage, and wherein said mixing motor control means is arranged to activate the mixing motor for a mixing time determined in accordance with the viscosity set by either one of said manual switches.

11. An electric control apparatus of a cold beverage blender as set forth in claim 2 or 3, wherein said viscosity setting means is in the form of a an analog setting device for setting a viscosity in an analog amount in accordance with viscosity of the beverage, and wherein said mixing motor control means is arranged to activate the mixing motor for a mixing time determined in accordance with the analog amount of viscosity set by said analog setting device.

12. An electric control apparatus of a cold beverage blender as set forth in claim 4, wherein said viscosity setting means is in the form of an analog setting device for setting a viscosity in an analog amount in accordance with viscosity of the beverage, and wherein said mixing motor control means is arranged to activate the mixing motor for a mixing time determined in accordance with the analog amount of viscosity set by said analog setting device.

13. An electric control apparatus of a cold beverage blender as set forth in claim 5, wherein said viscosity setting means is in the form of an analog setting device for setting a viscosity in an analog amount in accordance with viscosity of the beverage, and wherein said mixing motor control means is arranged to activate the mixing motor for a mixing time determined in accordance with the analog amount of viscosity set by said analog setting device.

14. An electric control apparatus of a cold beverage blender as set forth in claim 6, wherein said viscosity setting means is in the form of an analog setting device for setting a viscosity in an analog amount in accordance with viscosity of the beverage, and wherein said mixing motor control means is arranged to activate the mixing motor for a mixing time determined in accordance with the analog amount of viscosity set by said analog setting device.